OAKLAND UNIVERSITY
Department of Organizational Leadership
Human Resource Development
HRD 4320– Program Evaluation
Winter 2018
Thursdays 6:30 p.m. – 9:50 p.m.
Macomb University Center – UC2, Room 205

Instructor
Kathy E. Elliot

Office Hours
By appointment

Contact Information
Cell Phone: 248-567-9030 (call or text – be sure to provide your name)
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Course Description
The general purpose of this course is to provide you with the knowledge and skills to effectively plan and conduct a comprehensive program evaluation.

Classes will consist of lecture/class discussion, individual work and online activities. The major assignment in this course is the completion of a real program evaluation.

Required Text
Boulmetis, J. & Dutwin, P. (**2011**). (**3rd Ed.**) The ABCs of evaluation: timeless techniques for program and project managers. Jossey-Bass, San Francisco, CA.

Additional reading assignments will be provided by the instructor throughout the semester.

Course Objectives
The primary goal of this course is to familiarize students with the variety of alternative approaches for planning and conducting evaluations and providing guidelines helpful with almost any general evaluation approach.

Assistance from the Instructor
There will be opportunities in each class and outside of class for participants to ask questions and receive guidance on your evaluation project. The instructor will be available at the end of each class and by appointment (phone or in person), to provide individual assistance.

Attendance (In-Class)
Attendance is an important part of the learning experience. There are reasons for the in-class part of the course. Missing a class will mean that you will not learn the skills required to be successful in the course. Feedback and additional assistance will not be provided to students who do not attend class. Absence will negatively affect grades according to the discretion of the instructor.

If you miss a class, this does not alter the due dates for assignments – assignments will remain due as specified in the syllabus. Please do not request the instructor to re-teach content during office hours or in a one-to-one meeting that you missed due to absence from class.

Students with Disabilities

Anyone who has a disability that may require some modification of seating, testing, or other class requirements should see me after the first class session so that reasonable accommodations may be made. Only those learners for whom I have received special documentation from the university are eligible for special arrangements.

Academic Conduct Policy

All members of the academic community at Oakland University are expected to practice and uphold standards of academic integrity and honesty. Academic integrity means representing oneself and one's work honestly. Misrepresentation is cheating since it means students are claiming credit for ideas or work not actually theirs and thereby seeking a grade that is not actually earned. Students are advised to read the entire Oakland University Academic Policy on Academic Conduct of Undergraduate Students available in the Academic Policies and Procedures section of the Oakland University Undergraduate Online Catalog.

Course Project
During this course, you will be required to evaluate an instructional or human services program. This project is divided up into individual assignments throughout the semester. **Refer to HRD 4320 Project Guidelines.**

Sample Projects
Sample projects will available to view on Moodle. Please use these as guides for your project. They will be referenced throughout the semester well.

Grading
The program evaluation project is divided into several assignments, **each of which must be submitted individually.** Each assignment, except the final one, may be submitted twice. The points received for assignments will be the average of the points received on the first and second attempts. A second attempt at an assignment must be submitted no later than one week after the first attempt has been returned by the instructor. Please submit a copy of the original submission when you submit a second attempt for review. **If no assignments have been submitted by the last three weeks of the semester, a failing grade will be assigned and an incomplete status will not be available.**

Writing and Presentation Quality:
Presentation quality (spelling, grammar, formatting, etc.) is extremely important in HRD. The number of points awarded to any assignment can be reduced up to 20% per assignment for unsatisfactory writing/grammar and presentation quality.

Quality of Writing:
- Free of spelling errors
- Free of grammatical and punctuation errors
- Good sentence structure

Presentation Format:
- Appropriate font type and size (will be discussed)
- Cover page for each section
- Appropriate footers and headers on all pages (excluding cover page)
- Pages numbered (excluding cover page)

If your writing is considered by the instructor to be below the level expected of HRD professionals, you may wish to consider arranging assistance in writing from the **O. U. Writing Center in 212 Kresge Library** to obtain individual assistance with writing.

Online Classes
The size, scope, and nature of the course project mandates that much of the work will be conducted outside of the classroom. Therefore the course is divided into in-class participation and online participation to allow for additional project work-time. Students MUST have reliable access to a computer with an internet connection, whether it is at home, at school, or another location of their choice for the on-line classes. If you do not have a fast and/or reliable internet connection at your home, alternate locations such as the OU libraries or computer labs are available.

While online classes offer flexibility in your course work, there are also additional rules that apply:
- Mutual respect for all persons who post to a discussion board is required
- Please use decent language, write in complete sentences, and use proper grammar and punctuation for your posts and assignments
- Text messaging language is absolutely NOT appropriate anywhere in this course
- Do not abbreviate or use profanity, slang, or incomplete sentences in any of your postings or emails with the instructor or on any assignments for the class. You are all college educated individuals and your work is expected to reflect that.
- Do not use personal attacks, inflammatory, racist, or sexist language on our class boards. Any student who abuses these privileges will have their final grade penalized accordingly and at my discretion.

Communication
It goes without saying that for a partially online class it is imperative that all students keep an eye on their OU email in-boxes. OU furnishes each student with a free email account and also provides a method for students to have their OU email forwarded to other accounts. I will frequently send important course updates through email and/or Moodle. It is the responsibility of the student to retrieve these messages.

HRD 4320 – 2018 Course Schedule

Date	Topics Covered/Assignments Due	Reading Due
Jan 4	Introduction. Course Goals. Project Overview	None
Jan 11	What is Evaluation? Why Evaluate? Stakeholders in Evaluation	Chs. 1, 2 & 3
Jan 18	**Due: Letter of Permission** Program Descriptions Evaluation Models	Chs. 4 & 5
Jan 25	Data Sources Data Analysis Techniques and Procedures Developing Measures: Surveys	Chs. 6 & 7

Feb 1	Developing Measures: Surveys (continued)
	Due: Assignment 1
	    ▪ Program Origin
	    ▪ Program Goals
	    ▪ Administrative Arrangements, Program Materials, and Activities
	    ▪ Key Stakeholders
	    ▪ Other Stakeholders
		None

Feb 8	**Online Class – review of topics covered**
	Due: Assignment 2
	    ▪ Program Being Evaluated
	    ▪ Evaluation Approach and Rationale
	    ▪ Potential Challenges
		None

Feb 15	Encouraging Use of Your Evaluation
	Due: Assignment 3
	    ▪ Survey
	    ▪ Cover Letter
		Reading Assigned by Instructor

Feb 22	**Mid-Winter Break**	

Date	Topics Covered/Assignments Due	Reading Due
Mar 1	**Welcome Back** Evaluation Reports Discussion of Assignment 4 and 5	Ch. 9
Mar 8	Political, Ethical, and Interpersonal Aspects of Evaluation Discussion of Assignment 6, Executive Summary, Conclusions and Recommendations, Appendices **Due: Assignment 4** ▪ Proposed Data Collection Timeline	Reading Assigned by Instructor
Mar 15	**Online Class** Kirkpatrick's Levels of Evaluation for Instructional/Training Programs **Due: Assignment 5** ▪ Survey with Outcome Measures ▪ Interview Script	Reading Assigned by Instructor
Mar 22	**Online Class** Analysis of Costs and Outcomes	Reading Assigned by Instructor
Mar 29	**Online Class** Evaluation as a Business **Due: Assignment 6** ▪ Evaluation Findings	Ch. 10
Apr 5	**Not Meeting for Class – Instructor available for assistance** Work Day for Complete Evaluation Report	None
Apr 12	**Not Meeting for Class – Instructor available upon request** **Due: Complete Evaluation Report** **Section One:** Executive Summary (New) **Section Two:** Previously Completed **Section Three:** Previously Completed (Except wording change to past tense) **Section Four:** Evaluation Findings **Section Five:** Conclusions and Recommendations (New) **Section Six:** Appendices (All instruments used during evaluation)	

*While every effort will be made to maintain the schedule outlined, class schedule, assignments, etc. are subject to change throughout the semester.

Grading

There are a total of 300 points available to earn in this course. (300 points earned = 4.0)

Assignment	Possible Points
Assignment 1	40
Assignment 2	30
Assignment 3	30
Assignment 4	30
Assignment 5	20
Assignment 6	40
Conclusions and Recommendations	30
Appendices	10
Executive Summary	20
Online Class Assignments	50

Welcome!

It is a privilege for me to teach this course and I am very glad that you're here to participate in this educational experience. It is my intention to remain as informal as possible, while upholding the principles of good education.

> *Any genuine teaching will result, if successful, in someone knowing how to bring about a better condition of things than existed earlier.*
> *- John Dewey*